



June 11, 2014

Representative Thomas Reed
United States House of Representatives
1504 Longworth HOB
Washington, DC 20515

Dear Representative Reed:

As a constituent and leader within the travel industry, I urge you to co-sponsor H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1) and in the Senate by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. The United States' share of global international long-haul travel actually fell from 17 percent in 2000 to just 13.2 percent in 2013 despite a nearly 60 percent growth in overall global travel. While global international travel boomed over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 dollars were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs. The average international visitor spends \$4,500 per trip on American goods and services in communities across the country.

The Buffalo Niagara region ranks 25th for international travel arrivals among all US destinations, and Visit Buffalo Niagara relies heavily on the cooperative marketing opportunities provided by Brand USA. This year along, Visit Buffalo Niagara will partner with Brand USA on programs targeting Canada, Germany and the United Kingdom. The matching funds provided by Brand USA, will extend our media buy to reach travelers within these international markets who have a high propensity to travel not only to the USA, but more importantly Western New York. By keeping our destination top of mind with these

travelers will insure that our tourism industry continues to thrive through tax collections and job creation. Visit Buffalo Niagara would not have the funding to penetrate these important markets without the support of Brand USA.

This legislation would help the U.S. regain our lost market share by allowing Brand USA to continue promoting the U.S. in what has become a truly competitive global travel market. Half of Brand USA's budget is funded by the private sector, with a match (up to \$100 million) provided by \$10 from a fee assessed on visa-free international travelers screened through Department of Homeland Security's Electronic System for Travel Authorization (ESTA). Under this funding structure, Brand USA benefits the U.S. economy at no cost to American taxpayers.

I urge you to help us create more American jobs by co-sponsoring H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,

A handwritten signature in black ink, reading "Patrick J. Kaler". The signature is fluid and cursive, with the first name "Patrick" being more prominent than the last name "Kaler".

Patrick J. Kaler
President & CEO
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